



ECB Media Operations News Access Code 2012

England and Wales Cricket Board Limited (“ECB”) is the commercial entity of the England and Wales Cricket Board responsible for development of the game of cricket in England and Wales. The ECB has the right to determine the guidelines for Non-Rights Holding (NRH) Broadcasters to obtain access to Venues and the type, duration and frequency of the coverage they may broadcast. This Code relates to News Access for the 2012 season including Investec Test Series, NatWest ODI Series, NatWest International Twenty20, LV= County Championship, Clydesdale Bank 40 and Friends Life t20 matches.

1. General

- 1.1. The ECB will continue its policy relating to physical access to grounds by any broadcasters other than BSkyB or Channel Five (the live broadcaster and terrestrial highlights broadcaster respectively).
- 1.2. All access granted to NRH broadcasters will expressly exclude the playing area or any vantage points during play and includes any prize-giving ceremony.
- 1.3. The ECB will determine whether exceptions to the following policy are made on a case-by-case basis.
- 1.4. Failure to adhere to this policy may lead to withdrawal of accreditation in line with the ECB’s Accreditation Terms and Conditions (available at www.ecb.co.uk/accreditation).

2. International Matches and Domestic Finals Days

- 2.1. All requests to attend international matches and domestic finals days (including warm-up days) should be directed to the Media Operations Manager in advance.
- 2.2. News Access on the first warm-up day (Test Matches only) will be limited and agreed in advance with the ECB.
- 2.3. News Access on the second/last warm-up day (all Major Matches) will be encouraged to ensure all publicity opportunities are maximised.
- 2.4. News Access on match days will be authorised and supervised by the ECB, and will only be permitted at the times purposes listed below:
 - (a) Up until two (2) hours before the scheduled start of play. All crews and equipment must be off-site by this time.
 - (b) Close-of-play press conferences. Entry into the Venue will be permitted thirty (30) minutes before the scheduled, re-scheduled or actual close of play in order to cover the press conference. All crews and equipment must leave the Venue immediately after the press conference. Pieces to camera will not be permitted inside the Venue.

3. Domestic Matches (Televised)

- 3.1. As per paragraph 2.4. above.
- 3.2. Certain exceptions may be made, for example:
 - (a) Where agreements exist between the Rights Holding Broadcaster (BSkyB) and a news organisation for editing news feeds on site;
 - (b) Press conferences at times other than at the close of play;
 - (c) Access for a specific interview request that has been agreed in advance by the ECB.

4. Domestic Matches (Non-Televised)

- 4.1. Local NRH broadcasters are able to attend domestic matches at which Sky Sports is not present solely for the purposes of news coverage.
- 4.2. There cannot be any ball-by-ball live coverage broadcast, and footage should be restricted to three (3) minutes in any bulletin/magazine programme. It is not permissible for presenters to be shown with live cricket in the background of the shot.
- 4.3. Any local broadcasters will be required, should Sky Sports request coverage of any element of these games, to provide it to them at no charge.
- 4.4. No access fees should be charged to Sky Sports, Sky Sports News or Channel Five who may well attend more regularly due to magazine programmes.
- 4.5. In order not to discourage other companies' news crews (in particular BBC/ITV regions or cable companies), we would suggest not charging access fees.

5. Use of Sky Sports Footage (All Televised Matches)

- 5.1. Where Sky Sports footage of matches is required for news coverage, NRH broadcasters are required to contact Sky Sports.

All enquires regarding News Access to international and domestic matches (both televised and non-televised) should be directed to:

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